

Showcase products and services. Raise awareness.
Generate orders. Drive web traffic.
Raise your profile on the national scene.

American Craft offers a full-color advertising feature with small-space display ads at affordable rates. Appearing in every issue throughout the year, American Craft Marketplace connects you with a national audience of more than 100,000 affluent, educated and highly responsive readers. American Craft Marketplace is ideal for established advertisers, growing businesses, and emerging artists.

American Craft will design your ad with uniform fonts and consistent image sizes, displaying your products, services, and information in an attractive and easy-to-read format. Advertisers need supply only the image and ad copy. American Craft designs the ad at no additional charge.

Rates	1x	3x	6x
Standard display	\$395	\$375	\$335
Deluxe display	\$695	\$675	\$635

Display size	Full dimensions	Image dimensions	Max word count
Standard display	2½ in. w x 3 in. h	2 in. w x 1¼ in. h	30
Deluxe display (horizontal)	4¾ in. w x 3 in. h	3 in. w x 2½ in. h	60
Deluxe display (vertical)	2½ in. w x 5¾ in. h	2 in. w x 3 in. h	60

COPY REQUIREMENTS

Copy may not exceed 30 words for a standard display ad or 60 for a deluxe display ad. Word count includes headline, body copy, and contact information. Copy may be edited to meet editorial and design guidelines.

IMAGES

Digital images must be 300 dpi. CMYK colors only. Coated GRACol 2006 profile preferred.

FILE FORMATS

JPEG, EPS, or TIFF files

SUBMISSION

Email your image and ad copy to jsmith@craftcouncil.org

QUESTIONS?

Joanne Smith, 612-206-3122
American Craft
1224 Marshall Street NE, Suite 200
Minneapolis, MN 55413

Schedule

ISSUE	CLOSING DATE
Winter 2024: Dec-Jan-Feb	September 28, 2023
Spring 2024: March-April-May	December 14, 2023
Summer 2024: June-July-August	March 28, 2024
Fall 2024: Sept-Oct-Nov	June 20, 2024
Winter 2025: Dec-Jan-Feb	September 26, 2024





Artist's name

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)



Interior design

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)



Gallery

Deluxe display, vertical

Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let *American Craft* do the rest! Choose from either vertical or horizontal designs.

[yourwebsite.com](#)



School name

Subhead, if desired

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)



Artist supplies

Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let *American Craft* do the rest!

[yourwebsite.com](#)

Gallery Three-line Headline

Deluxe display,
horizontal



Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let

American Craft do the rest! Choose from either vertical or horizontal designs.

[yourwebsite.com](#)



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